

Executive Action Briefing ASAP Strategic Focus Area Underage Drinking

Background

The 2008 Arizona Youth Survey data shows that alcohol remains the number one substance used by youth in the state. Given this ever-present trend, ASAP felt it critical to continue and enhance current statewide initiatives to reduce underage drinking. The Arizona Underage Drinking Prevention Committee, in partnership with ASAP's member agencies and community-based substance abuse prevention coalitions, developed a comprehensive and coordinated plan to address underage drinking. ASAP and the Underage Drinking Prevention Committee will coordinate with member agencies to implement this comprehensive strategic plan in building the state's capacity to prevent and reduce underage drinking in the state.

Mission: Coordinate prevention efforts between federal, state, private and local agencies to reduce and prevent underage drinking statewide.

PRIORITY NEED

Problem: Alcohol is the most prevalent substance used by youth under the age of twenty-one, and incurs the highest cost to the state.

Goal: Decrease 30-day use of alcohol by youth under the age of twenty-one.

Objective One: Reduce youth perception of access to alcohol, and increase perception of harmful effects of youth alcohol use among adults and youth.

Recommended Action Steps:

- ✓ Partner with law enforcement to provide education on state UAD laws, and conduct comprehensive compliance checks on organizations that sell or serve alcohol.
- ✓ Utilize Enforce Underage Drinking Laws funding to support the work of local coalitions to reduce point of sale advertising aimed at youth in their communities.
- ✓ Utilize the *Draw the Line* campaign's traveling exhibit at events statewide to change adult perceptions on youth alcohol use.
- ✓ Provide school resource officers training and tools to conduct school-based education on the harmfulness of alcohol.
- ✓ Develop a tool kit and video on alcohol prevention in partnership with youth for distribution to after school programs and community-based prevention organizations.
- ✓ Reduce point of sale advertising.

Responsible Agencies: Governor's Office of Highway Safety (GOHS), Arizona Department of Liquor License and Control (DLLC), relevant state, local and county law enforcement agencies, Arizona Department of Health Services (ADHS), Arizona Students Against Destructive Decisions (SADD), and Arizona Mothers Against Drunk Driving (MADD).

Objective Two: Build capacity in communities to reduce underage drinking through identifying, implementing, and prioritizing funding for cost-effective and sustainable UAD reduction and prevention strategies.

Recommended Action Steps:

- ✓ Develop a quarterly statewide newsletter highlighting successful prevention efforts, collaboration, and tips on how to impact alcohol product placement in retail establishments to community-based substance abuse prevention groups, and distribute electronically to relevant UAD agencies.
- ✓ Develop a set of guidelines and a tool kit on merchant recognition activities and disseminate to community coalitions.
- ✓ Develop and distribute to community coalitions a special event brochure on how to restrict public drinking.
- ✓ Provide a series of webinar trainings to community coalitions on environmental prevention strategies.
- ✓ Develop “TIPS for parents” templates for community coalitions to tailor for their communities..
- ✓ Develop protocol for teachers and other staff to identify and refer students for assessment and treatment services when showing signs of alcohol use.
- ✓ Continue to update the *Draw the Line* website with tools, templates, information for community coalitions to utilize.
- ✓ Develop marketing materials and deliver training in the workplace on legal aspects of alcohol use and parenting skills.
- ✓ Expand current UAD prevention efforts among college students such as health education, screening and brief interventions, and social norms media campaigns.
- ✓ Provide recognition to communities that enact new policies and programs to combat underage drinking.
- ✓ Increase community participation for National Alcohol Education Day.
- ✓ Increase attendance at UAD Committee meetings by key community stakeholders including: public members of after school programs, school resource officers association, insurance companies, the military and evidence-based programs.
- ✓ Help to sustain substance abuse prevention coalitions statewide.
- ✓ Encourage other community groups, non-profits, and faith-based organizations to partner with community substance abuse coalitions*.
- ✓ Provide support to coalitions in their pursuit of additional funding.

Responsible Agencies: Division for Substance Abuse Policy (DSAP), Arizona Institutions of Higher Education Network (AZIHEN), Community Substance Abuse Prevention Coalitions, relevant state, local, and county law enforcement agencies, DHS, SADD, MADD, and DLLC.

Objective Three: Build capacity at the state level to collect and distribute data and enhance enforcement strategies to reduce and prevent underage drinking.

Recommended Action Steps:

- ✓ Calculate the cost benefit Arizona has received from the reduction in 30-day youth alcohol use.
- ✓ Assess the NSDUH and the AYS to determine congruence between patterns of alcohol use and social consequences.
- ✓ Conduct an analysis of AYS data on alcohol abuse by race, ethnicity, and gender.
- ✓ Recruit schools in tribal nations to participate in the AYS.
- ✓ Continue to bi-annually implement the AZIHEN survey and disseminate results to inform decision making on underage drinking among college students.
- ✓ Increase community college participation in the AZIHEN.
- ✓ Determine the liability incurred by hotels and motels for allowing youth to rent rooms to host UAD parties.
- ✓ Conduct a review of local policies and laws related to underage drinking to disseminate to community-based prevention organizations.
- ✓ Issue press releases on the activities of the DUI Task Forces throughout the state.
- ✓ Request for law enforcement agencies to provide quarterly updates on party dispersal activities and successes.
- ✓ Track law enforcement agencies that have received training on NHTSA party dispersal techniques.
- ✓ Provide training to local police in the use of trace as an investigative tool to identify person and retail establishments who provide alcohol to minors.
- ✓ Support the military in developing a military base community alcohol task force to implement effective responses to underage drinking on base and in the surrounding community.
- ✓ Seek outside funding to support the activities of the Underage Drinking Prevention Committee.
- ✓ Develop an online database for collecting information on vendors and their use of point of sale advertising for alcohol and tobacco.
- ✓ Develop a report card for law enforcement and city/county prosecutors on their response to youth and adult violations of UAD laws.
- ✓ Apply for the Strategic Prevention Framework State Incentive Grant to continue funding community coalitions to address substance abuse.
- ✓ Facilitate the collection of National Outcome Measures around underage drinking at community and regional levels.

Responsible Agencies: Phoenix Police Department and other relevant law enforcement agencies, West Valley Coalition, Arizona Criminal Justice Commission (ACJC), AZIHEN, GOHS, DHS, SADD, MADD, DSAP, and the Epidemiology Workgroup.

*Community substance abuse coalition is defined as all organizations, agencies, and non-profits working to address youth substance abuse in Arizona.